

AMENDMENTS TO THE CLAIMS

1. (Currently amended) A computer implemented method comprising:

receiving data from a client upon an occurrence of an event, wherein the data comprises a plurality of fields, and wherein the event is selected from a group consisting of installation of hardware at the client, installation of software at the client, detection of a performance problem at the client, and detection of an error at the client;

comparing a subset of the plurality of fields to a plurality of thresholds via a plurality of conditions, wherein the plurality of conditions specify the subset, specify a comparison of the plurality of thresholds to values in subset of the plurality of fields, and specify an associated recommended offering, wherein the subset of the plurality of fields of the data comprises a trend at the client, wherein the trend comprises a rate of growth of consumption of a resource at the client and an estimated time period until the resource is constrained; and

when the plurality of conditions are met by the comparing of the values in the subset of the plurality of fields to the plurality of thresholds, sending the associated recommended offering and an identification of a marketing channel to the client and sending a notification to the marketing channel, wherein the notification comprises a request to receive information regarding why the recommended offering was made.

2. (Previously presented) The method of claim 1, wherein the associated recommended offering further comprises an offer for a service.

3. (Original) The method of claim 1, wherein the data comprises a hardware inventory of the client.

4. (Original) The method of claim 1, wherein the data comprises a software inventory of the client.

5. (Original) The method of claim 1, wherein the data comprises a performance inventory of the client.

Claims 6-21 (Canceled)

22. (Previously presented) The method of claim 1, further comprising:
 saving a history of the inventory as the inventory changes over time.
23. (Previously presented) The method of claim 22, wherein the comparing further comprises:
 comparing a plurality of records in the history.
24. (Previously presented) The method of claim 1, wherein the associated recommended offering comprises an offer for hardware.
25. (Previously presented) The method of claim 1, wherein the receiving further comprises:
 periodically receiving updates to the data from the client.